



Interreg Europe action plan template



Action Plan for the region of Oradea Metropolitan Area

Part I – General information

Project: CYCLEWALK

Partner organisation(s) concerned: Oradea Metropolitan Area

Country: Romania

NUTS2 region: North-West

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Part II – Policy context

The Action Plan aims to impact:	€	Investment for Growth and Jobs programme
	€	European Territorial Cooperation programme
	X	Other regional development policy instrument

Name of the policy instrument(s) addressed: Sustainable Urban Mobility Plan

Initially, the policy instrument addressed by Oradea Metropolitan Area was the Regional Operational Programme of Romania 2014-2020. Considering the advanced stage of the implementation of the Operational Programme, as well as the regional/local competence of the partner organization, it became evident that the potential actions to be included in the Action Plan would not be able to have a consistent influence and impact on the initially selected policy instrument.

Therefore, by taking into account the ongoing investments supported by the Regional Operational Programme, Oradea Metropolitan Area is proposing a set of actions which would impact the implementation of the Sustainable Urban Mobility Plan at the level of the city of Oradea, which represented the basis for ROP financed projects. Therefore, ultimately, the lessons learnt and the experiences gathered during CYCLEWALK project will be translated through the Action Plan into the implementation of the ROP, substantially contributing to their efficiency and effectiveness on longer term.

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

Oradea developed its first version of the Sustainable Urban Mobility Plan in 2013, as part of a transnational cooperation project financed by the South-East Europe Programme – ATTAC. The document included a comprehensive, data-based analysis of the mobility issues at the level of the city of Oradea at the time, proposing a series of interventions as part of an Action Plan. Due to the relatively low level of development of the cycling infrastructure in 2013, when it comes to this mode of transportation, the document was dealing mainly with the extension of the cycling network within the city – which was totalling 18 km.

The SUMP was reviewed, amended and updated at the end of 2016. During the three years passed since the first version, the network of cycling paths within the city grew considerably – with 38 km, totalling 56 km, therefore this version of SUMP was dedicating a larger attention to the alternative modes of transportation.

Besides expanding and ensuring the connectivity of the cycling path network, the SUMP was recommending the increase of inter-modality in between different modes of sustainable transportation, which is at the moment at a low level. The implementation of the first phase of CYCLEWALK project confirmed the approach proposed in the SUMP, the exchange of experience



and knowledge facilitated by the project revealing several good examples of how inter-modality can support the increase of sustainable transportation in the modal split.

Therefore, the Action Plan is proposing a set of activities inspired by the other project partners, which will contribute to the implementation of SUMP through offering new solutions for enhancing inter-modality. The actions are focusing on two different target groups: the inhabitants of the city of Oradea and the commuters which are entering the city from the neighbouring settlements for solving their daily business (school, work, shopping, etc). The aim is to offer viable alternatives for the use of car, ultimately contributing to the increase in the number of cyclists and in a higher level of usage of the existing (and future) network of cycling paths.

The SUMP is proposing the construction of parking facilities for bicycles, as a measure to encourage this alternative mode of transportation. The document was proposing a series of locations where these facilities shall be placed, in order to increase the share of people using the bicycle during everyday business. These locations were selected having in mind the proximity of the most important public institutions in the central part of the city. The first action is complementing the proposal of the SUMP and will equip public transport stops with bike racks, offering the possibility for easier transfer in between public transport and cycling. The main target is represented by the inhabitants of Oradea, which will be encouraged to make use of sustainable means of transportation even when it comes to travels on longer distances, in between parts of the city which cannot be covered solely by public transportation.

Following the same objective, the other action included in the Plan would be meant to increase the usage of bikes among commuters. An important share of the car traffic within the city of Oradea is represented by the commuters which are coming in the city for daily business from the settlements forming the Metropolitan Area. Recently, the public transport operator introduced a new line covering several localities neighbouring Oradea, with the scope of reducing the number of cars flowing into the city. The targeted localities are situated in a hilly area, which makes cycling to Oradea very challenging. Therefore, the action would consist of installing bike racks on the buses operating on these routes. The action would have an experimental character and it is meant to improve the quality of public transport by offering new services, which would allow the commuters the possibility to solve their daily travels solely by sustainable means of transportation.

The two actions are contributing to the achievement of the objectives of the SUMP in Oradea, proposing additional solutions to those already identified in the document for increasing the inter-modality among sustainable means of transportation. The activities are having an experimental character, consisting of small-scale interventions which, in case proven to be efficient, can be easily expanded in other parts of the city. Therefore, in case of both actions, the monitoring of the implementation will be very important, so that the necessary conclusions can be drawn at the end. The realization of the actions will be based on an intense consultation process among a big number of relevant stakeholders, which will be facilitated by the structure created within the first phase of the project implementation (Local Stakeholder Group). They will have an important role both in realizing the activities, but also in monitoring and assessing the impact of the actions.



Part III – Details of the actions envisaged

ACTION 1

Name of the action: **Construction of bike racks along the new tramway line in Oradea**

1. **Relevance to the project** (*please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?*)

The municipality of Oradea is currently implementing a project financed by the Regional Operational Programme (policy instrument initially tackled within CYCLEWALK project) which is aiming at extending the existing tramway network of the city with additional 3.8 km. The new tramway line section will be serving important destination points, as the newly built sports arena, the university campus, a new residential area, etc., improving their connectivity with the rest of the city. The project has just started in mid-2019, the deadline for finishing the works being the first half of 2022. This action would consist of installing 4 bicycle racks in the vicinity of the stops of the newly built tramway line, encouraging thus the usage of several modes of sustainable mobility.

During the study visits organized within the CYCLEWALK project, one of the lessons learnt was that the sustainable modes of transportation shall be combined in order to achieve the highest possible impact. Since commuting for work or business purposes cannot be always solved only by bike, a solution for improving the sustainability of the urban mobility is to combine the different modes – cycling / walking / public transportation. The new tram line developed through the policy instrument addressed will considerably improve the accessibility of public transport in the city. Through the proposed action, this will be complemented with facilities which will encourage and support the usage of the public transport services in combination with other modes of active mobility.

The most inspiring study visit from the perspective of this action was the one in Burgenland region, where the public transport stations were equipped with facilities for cyclists. Based on the experiences encountered in that region, the existence of such endowments represent an important stimulant for using the sustainable modes of transportation, since it is providing the possibility of combining the different modes and thus to cover larger distances without using the car.

2. **Nature of the action** (*please describe precisely the content of action 1. What are the specific activities to be implemented*)
 - ✓ **Identification of the public transport stations** where the bike racks shall be installed. This will be done in cooperation with the representatives of Oradea Municipality, the local public transport company, but also by inviting the representatives of the associations of cyclists from the city and of other interested stakeholders (University – since the tramway lines are



passing by its campus, Police – in order to make sure that the identified spots are in line with the legal requirements, etc). The consultation process will be done in the form of an LSG meeting, which will be most probably organized outdoor, on the spot. The main goal will be to identify those public transport stops with the highest number of potential users of the racks, but the stakeholders shall also agree about the size of the different racks in the different location. This will be instrumental for the success of the action, since the storage capacity will strongly influence the rate of usage. For example, around the University campus the capacity shall be larger than around a residential area.

- ✓ Once the locations will be settled, the **planning activity** will be started and the procedures for obtaining the necessary permits will be launched. In parallel with the investment related to the tramway network, there is another large investment going on in the city financed through the same policy instrument (reconfiguration of the E Gojdu square). This investment is including several bike racks to be placed in the square. Therefore, the planning of the bike racks will be synchronized, in order to ensure a unitary system and design. This was another lesson learnt during the CYCLEWALK project, namely that recognizability is very important for encouraging the usage of the cycling facilities. When deciding about the design, the goal will be to establish one model which will be used afterwards in the entire city for such facilities. This process will be done with the involvement of relevant stakeholders, such as the order of architects, local transport company, but also the NGOs representing the cyclists.
 - ✓ **Producing the racks** by a specialized company. Since the racks will become the property of the municipality/local transport company, the selection of the company will be done with their involvement.
 - ✓ The **installation of the bike racks** on the designated locations. This action will be complemented by announcements in the local media in order to raise awareness of the local public about the new facilities available.
 - ✓ **Monitoring the usage of the bike racks** in order to determine the efficiency of the action. The activity will be performed with the support of the local transport company and the relevant NGOs. The stakeholders will assess the efficiency of the action during several meetings, formulating proposals for improvement (change location in order to offer better access, increase/decrease the capacity of the racks, etc).
3. **Stakeholders involved** (please indicate the organisations in the region who are involved in the implementation of the action¹ and explain their role)
- ✓ Oradea Municipality – as the main beneficiary of the ROP project
 - ✓ Oradea Local Transport Company -as the final beneficiary of the ROP project, and the administrator of the public transport stops
 - ✓ Oradea University – as one of the main destination for the public transport passengers using the new tramway line
 - ✓ Police – as the institution monitoring the traffic within the city



- ✓ *Bihor County Order of Architects*
- ✓ *NGOs active in the field of cycling and walking*

4. Timeframe *(please specify the timing envisaged for action 2)*

- ✓ **Identification of the location** – April 2020 – July 2020 – this activity is planned for a longer period of time due to the larger number of the stakeholders planned to be involved in the work. This may create challenges in finding suitable timeframes, therefore sufficient time is planned.
- ✓ **Planning works** – August 2020 – October 2020 – the planning works are including consultations regarding the design, so sufficient time is planned for the consultation process
- ✓ **Producing of the racks** - November 2020 – March 2021 – this activity includes also the contracting of a specialized company, the timeframe is including also the administrative procedures implied by this.
- ✓ **Installation of the racks** – April 2021 – June 2021 – the activity includes also the announcements in the local media. Moreover, the timeframe may be influenced by the works on the main investment as well.
- ✓ **Monitoring the usage of bike racks** – July 2021 – December 2021

5. Costs *(please estimate the costs related to the implementation of action 2)*

- ✓ **Identification of the location** – 0, since the LSG meeting will not imply any costs
- ✓ **Planning works** – 0, since the planning will be done with the involvement of the internal resources
- ✓ **Producing the racks** – 6000 Eur, composed of 1500 Eur per piece
- ✓ **Installation of the racks** – 600 Eur, composed of 150 Eur per piece
- ✓ **Monitoring the usage of bike racks** – 0 Eur, since it will consist of meetings

6. Funding sources *(please describe how action 2 will be financed. Is it through the policy instrument(s) indicated in part II):*

- ✓ **Own budget**

ACTION 2

Name of the action: **Offering new public transport services in the functional urban area of Oradea for the cyclists**



1. Relevance to the project *(please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?)*

The public transport company of Oradea extended its services to several of the municipalities surrounding the city, creating in time an integrated network of bus lines. Currently, the services are covering the territory of 4 neighbouring municipalities, all of them members of Oradea Metropolitan Area. While the geography of the terrain allows for an easy use of bikes in case of two of the concerned municipalities, in case of the other two cycling is not a viable option, due to the steep hills separating Oradea from them. Therefore, this action is meant to support the use of bikes among commuters originating from Paleu and Cetariu municipalities (altogether 7 settlements), by installing bike racks on the buses operating on the specific lines. Hence, the inhabitants of these municipalities will be offered an alternative to using cars for getting in and around the city of Oradea.

The approach was inspired by the study visit in Gorizia-Nova Gorica, where the representative of Paleu municipality was among the participants. More specifically, the model is represented by MICOTRA train, even if this is featuring different characteristics (train, not bike; transnational, not national; longer distances covered and different group of users targeted, etc). Nevertheless, the success of intermodality for encouraging sustainable means of transportation was beyond doubts and it served as a source of inspiration for introducing similar services on the newly opened bus lines connecting Oradea with municipalities which are more difficult to be reached by bike.

2. Nature of the action *(please describe precisely the content of action 1. What are the specific activities to be implemented)*

- ✓ **Consultations with the relevant stakeholders** in order to determine the main characteristics of the service. These consultations are needed in order to get a detailed overview of the habits and needs of the local commuters, but also to design the legal and institutional framework for the introduction of the new service. For example, the inputs of these stakeholders would be essential for determining the size of the future bike racks, as well as the number of buses which would be needed to be equipped with such devices (at least in the beginning). Moreover, the necessary logistics shall be duly prepared on local level (safe conditions for up/un-loading the bicycles), which can be done only with the involvement of the competent bodies. Hence, the meetings will be organized with the participation of all the municipalities concerned – Oradea, Paleu and Cetariu, but also of the regulatory body for the public transportation at metropolitan level (RegioTrans) and of the local transport company. Since these are active members of the Local Stakeholder Group initiated in the frame of CYCLEWALK project, the activity will be an organic continuation of the phase1 of its implementation.
- ✓ **Acquisition of the bike racks** to be installed on the buses. The activity will start by exploring similar systems used throughout Europe. In this we will use the help of our partners from CYCLEWALK project, which will provide relevant examples from their regions. Moreover, Oradea Metropolitan Area will interrogate its national network of partner organizations, in trying to identify Romanian practices (good or bad). Based on the data collected, as well as on the results of the consultations with the relevant stakeholders, the terms of reference for the bike racks will be elaborated – e.g. technical



characteristics, etc. The acquisitions will be done by respecting the national legal requirements. After the delivery of the racks, these will be installed on the designated buses. For the beginning, 2 racks will be purchased, with a total capacity of 8 bikes.

- ✓ **Operational arrangements** for the delivery of the service. This activity will consist of agreeing on all the parameters related to the service, as well as on preparing the conditions for the delivery of the service – registration of the racks (as required by the national legislation), training for the bus drivers, determining the timetables, ticketing policy, measures to collect the data about the number of users, etc. Several stakeholders will be involved in this activity – transport company, municipalities, police department, relevant NGOs.
- ✓ **Advertising the new service** within the local communities. The new service will be widely advertised within the local communities, so that the opportunities provided are reaching all the interested people. The instruments which will be applied will be ranging from announcements in the local media, to posters displayed at the municipalities' headquarters, public transport stops, and other public spaces. The major stakeholders supporting this activity will be municipalities – especially Paleu and Cetariu, and the relevant NGOs.
- ✓ **Operation of the service and collection of data** about the usage of the service. This activity will be very important, since it will provide inputs for improving the quality of the services – as the timetable, the number of bikes which can be transported, etc. This activity will be implemented with the support of the municipalities, which will distribute and collect questionnaires related to the topic. Moreover, the transport company will regularly collect and centralize the information related to the level of usage of the new services.

3. Stakeholders involved (please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role)

- ✓ *Oradea Municipality – as the local public administration affected by the initiative: the terminus points of the bus lines are in Oradea.*
- ✓ *Paleu and Cetariu Municipalities – as the local public administrations where the service is provided*
- ✓ *Oradea Local Transport Company – as the company which will deliver the service*
- ✓ *RegioTrans – as the regulatory body for the public transportation in the metropolitan area.*
- ✓ *Police Department – for consultations regarding the legal requirements to be met as regards the Traffic Code*
- ✓ *NGOs active in the field of cycling and walking*

4. Timeframe (please specify the timing envisaged for action 2)

- ✓ **Consultations with the public administrations** – March 2020 – June 2020.
- ✓ **Acquisition of the bike racks** – July 2020 – September 2020
- ✓ **Operational arrangements** - September 2020 – February 2021
- ✓ **Advertising the new service** – March 2021 – April 2021
- ✓ **Operation of the service and collecting the data** – April 2021 – September 2021



5. **Costs** (please estimate the costs related to the implementation of action 2)

- ✓ **Consultations with the public administrations** – 0, since the meetings will not imply any costs
- ✓ **Acquisition of the bike racks** – 1500 Eur, two bike racks will be purchased for the beginning. The estimated cost is of 750 Eur for a rack of 4 bikes.
- ✓ **Operational arrangements** – 0 Eur, since it will consist mainly of consultations and meetings
- ✓ **Advertising the new service** – 1000 Eur, the costs of producing the
- ✓ **Operation of the service and collecting the data** – 0 Eur, composed of 150 Eur per piece.

6. **Funding sources** (please describe how action 2 will be financed. Is it through the policy instrument(s) indicated in part II):

- ✓ **Own budget**

Date: 18.12.2019

Name of the organisation(s) : :

Zona Metropolitană Oradea



Signatures of the relevant organisation(s): _____